

PRESIDENT'S REPORT

The Heidelberg West Business Park Association was established to provide networking opportunities, support and benefits to its members, the local businesses of the Park. What we didn't plan for was on how to survive a global pandemic, both economically and physically.

We found ourselves in extremely difficult times in 2020 and the uncertainty of short term lockdowns continues in 2021. As a member association, we have continued against these headwinds, to provide support and inspiration to our local members and assist them where possible.

Over the past year we have accomplished achievements that we are proud of include:

- building our membership to 80 full members and over 240 subscribers to our email communications.
- the maintenance of our beautiful murals at either end of the Park
- saving up to \$50K in lost work hours for our members by again providing safe, free access to flu shots
- distributed more free hand sanitizer through our cafe partners
- and successfully launched our first bulk buying initiatives

Unfortunately, due to Covid restrictions, we have not been able to run networking events during the past year but rest assured, as soon as we are able we'll be connecting Park businesses with each other and with local opportunities.

I would like to take this opportunity to give my sincere thanks to our magnificent committee members. Their voluntary contributions to the the above activities and many others still in progress have been incredible and I'm very proud of what they have achieved in such difficult times.

I would also like to acknowledge the support that has been provided by the Banyule City Council and its representatives, including former Cr Craig Langdon, our current Cr Tom Melican, and the Economic Development team. We really do appreciate your assistance as none of this would have been possible without your support.



ABOUT THE HWBPA

The Heidelberg West Business Park Association is working for you, to represent, promote and support over 600 businesses and properties located within the park, as well as provide networking and buying opportunities for its members.

The purposes of the association are:

- (a) To generate and manage the collective marketing, promotion, advertising and business development activities for the HWBPA.
- (b) To engage with the business owners and operators, represent their interests and work with them for the collective benefit of the Heidelberg West Business Park.
- (c) To develop positive relationships with our key stakeholders who impact and influence the role and function of the Heidelberg West Business Park. This includes the Banyule City Council.
- (d) To support streetscape improvement initiatives that will lead to activation, beautification and an overall improvement in public amenities.
- (e) To constantly improve and promote the Heidelberg West Business Park.

The HWBPA is made up of owners and managers that operate businesses within the Heidelberg West Business Park. The committee representing the HWBPA are passionate and committed to supporting those working in the area.

Membership to the HWBPA is available to anyone who owns or manages a business or a business property or is an owner of a property located within the Heidelberg West Business Park.

Becoming a member is just two easy steps away:

- a) Sign up at <https://hwbp.com.au/register/>
- b) Once we've verified your registration you will be able to log in, create a full business listing on the HWBP Business Directory, and create offers and job listings as well as receiving notifications of events, and group buying opportunities.

If you haven't already, we hope you consider taking up a membership.

ASSOCIATION ACTIVITIES

Member Drive

Increased full members to 80, and email recipients to over 240.

We are constantly looking at additional ways to grow our membership as the more of us that we have acting together, the stronger is our voice.

Committee Changes

Several members stepped into committee roles including several new committee members, new president Ted, new vice president Chris, and new secretary Kevin, and of course, our new admin Lucie.



Multi-Year Business Plan

We've established key pillars for the association that puts a focused framework around all of our activities including:

- Growing the the Membership
- Growing awareness of the Park, its members and what it offers
- Providing Growth opportunities to our members
- Providing cost saving opportunities to our members
- Improving the amenity of working in the Park

FREE FLU SHOTS

The HWBPA was thrilled to again host a free flu vaccination program for all workers within the Heidelberg West Business Park. A qualified nurse from MediMobile came to us, and vaccination took only a couple of minutes.

It is estimated that the flu drive has now saved up to \$50K for Park members in the reduction of loss time and absenteeism from flu related illness.

BULK BUYING

The association was thrilled to launch our first bulk buying initiatives.

After surveying demand from Park members, A4, and Toilet paper topped the list.

Extensive research was conducted to find businesses to tender along with product testing.

It was exciting and gratifying to see dozens of members participating and receiving both types of paper through this program.

There is plenty more to come, including opportunities around solar and electricity, so watch this space or get involved if this would be of interest to you.

ASSOCIATION INITIATIVES

WEBSITE REJUVENATION

As the Association has developed, we've better understood what's needed from our website and have just gone live with a simpler, but richer user and member experience.

Check it out at
<https://hwbp.com.au/>

GATEWAY SIGNAGE

After a herculean effort from our VP Chris, and some timely help from Cr Tom, we are getting closer to getting some impressive signs erected to advertise the Park. Stay tuned. It won't be long... (hopefully)

